

WHAT IS CLAIMED IS:

1. A method of taking an order from a mobile consumer, the method comprising:
establishing communication with a mobile device in proximity to a business;
transmitting information relating to one or more goods or services offered by the
business; and
receiving a selection of at least one of the one or more goods or services through
the mobile device.
2. The method of Claim 1, further comprising transmitting pricing information
related to the selection.
3. The method of Claim 1, wherein the business offers online connectivity and
wherein the information comprises one of music, email, voicemail, news, stock quotes, driving
directions, audio books or compact discs, and on-line streamed media..
4. The method of Claim 1, wherein the business offers food and the information
transmitted comprises a menu.
5. The method of Claim 1, further comprising:
transmitting order information relating to the selection; and
receiving acceptance from the mobile device of the order information.
6. The method of Claim 5, further comprising receiving a payment corresponding to
the order.
7. The method of Claim 6, wherein the payment includes a form of electronic
currency.

8. The method of Claim 5, wherein at least one of receiving a selection, transmitting order information, and receiving acceptance includes voice communication.

9. A mobile computing device for ordering goods and services from a business within a predetermined proximity of the mobile computing device, the mobile computing device comprising:

a wireless chipset adapted to communicate with a business;

a processor programmed to communicate with the wireless chipset to establish communication with the business, thereby receiving information relating to one or more goods or services offered by the business and transmitting a selection of at least one of the one or more goods or services to the business facilitating the eventual purchase of the selected at least one of the one or more goods or services.

10. The method of Claim 9, wherein the information received comprises a menu and the selection includes food.

11. A method of cross-marketing products over a digital content management system, the method comprising:

receiving a request for digital content relating to a first product from a mobile computing device within proximity of a business supplying the first product; and

transmitting digital content to the mobile computing device relating to the first product and a second product, wherein the digital content relating to the second product is designed to no longer be useable by the mobile computing device when consideration for the second product is not provided within a predetermined time.

12. A method of cross-marketing products, the method comprising:
receiving an order for a first product;
offering digital content related to a second product;
transmitting the digital content to a mobile computing device;
determining whether a sufficient amount of the first product is purchased; and
when a sufficient amount of the first product is purchased, transmitting
information to the mobile computing device enabling the use of the digital content.

13. The method of Claim 12, wherein the first product comprises fuel and wherein the second product comprises music.

14. The method of Claim 12, further comprising when a sufficient amount of the first product is not purchased, transmitting information to the mobile computing device enabling the use of the second product for a limited time.

15. The method of Claim 12, further comprising when a sufficient amount of the first product is not purchased, transmitting information to the mobile computing device enabling an automatic notification to a user of the mobile computing device, wherein the notification includes a source for purchasing the second product.

16. The method of Claim 15, wherein the source includes an Internet website.

17. The method of Claim 12, wherein the information comprises a key.

18. A commercial wireless transmission system for transmitting digital content relating to businesses, to mobile devices in proximity to the businesses, the commercial wireless transmission system comprising:

at least one wireless transmitter within a predetermined geographic region proximate to a physical location of at least one business; and

a content server configured to store digital content related to the products of the at least one business and configured to transmit the digital content to the at least one wireless transmitter, thereby supplying the at least one transmitter with digital content a mobile device receiving the transmission will find geographically significant.

19. The commercial wireless transmission system of Claim 18, wherein the at least one wireless transmitter comprises a commercial content manager.

20. The commercial wireless transmission system of Claim 19, wherein the commercial content manager resides at the at least one business.

21. The commercial wireless transmission system of Claim 18, wherein the at least one wireless transmitter comprises a wireless billboard.

22. A method of receiving cross-marketed information from a vendor, the method comprising:

requesting digital content related to a first product from a mobile computing device, wherein the digital content is related to a business within proximity of the mobile computing device; and

receiving digital content related to the first product and a second product.

23. The method of Claim 22, wherein the digital content relating to the second product is designed to no longer be useable by the mobile computing device when consideration for the second product is not provided within a predetermined time.

24. A method of receiving cross marketed information on a mobile computing device, the method comprising:

purchasing a first product;

accepting digital content on a mobile computing device related to a second product;

when a sufficient amount of the first product is purchased, receiving information on the mobile computing device enabling the use of the second product.

25. The method of Claim 24, further comprising when a sufficient amount of the first product was not purchased, receiving information on the mobile computing device enabling the use of the second product for a limited time.

26. The method of Claim 24, further comprising when a sufficient amount of the first product is not purchased, receiving information enabling an automatic notification to a user, wherein the notification includes a source for purchasing the second product.

27. The method of Claim 26, wherein the source includes an Internet website.

28. The method of Claim 24, wherein the information comprises a key.

29. A device for receiving broadcast location-based advertisements, the device comprising:

a receiver configured to receive wireless transmissions comprising digital content related to at least one business within a predetermined geographic region proximate to the device; and

a processor communicating with the receiver and configured to present the digital content to a user, thereby allowing the user to determine consumer opportunities within his or her geographic region.

30. The device of Claim 29, wherein the consumer opportunities comprise at least one hotel.

31. The device of Claim 29, wherein the consumer opportunities comprise at least one fuel station.

32. The device of Claim 29, wherein the consumer opportunities comprise at least one eating establishment.

33. The device of Claim 29, wherein the consumer opportunities comprise at least one business offering automobile services.

34. A method of receiving broadcast location-based consumer offers, the method comprising:

receiving wireless transmissions comprising information related to digital content associated with products of at least one business within a predetermined geographic region proximate to a mobile computing device;

transmitting user selections from the information; and

wirelessly receiving the digital content related to the selections.

35. The method of Claim 34, further comprising querying the user to purchase the received digital content.

36. The method of Claim 35, wherein the querying occurs on an additional computing device after the mobile device and the additional computing device have synchronized their respective stored data.

37. The method of Claim 35, further comprising purchasing the digital content using electronic currency.

38. A method of transmitting digital content, the method comprising:
transmitting to a mobile device from a wireless transmitter associated with the business, a selection of digital content selected by a consumer while shopping at the physical location of a business; and
receiving consideration for the digital content.

39. A method of receiving information related to parameters of an automobile, the method comprising:

establishing communication between a mobile computing device and an automobile computer;
receiving diagnostic information in the mobile computing device; and
contacting online information relating to automobile service centers providing services related to the diagnostic information.

40. The method of Claim 39, wherein the contacting online information comprises:
wirelessly syncing the mobile computing device with a personal computing device; and
contacting online information through the personal computing device.

41. The method of Claim 40, wherein the syncing is done automatically when the mobile computing device moves within a proximity to the personal computing device.

42. The method of Claim 39, wherein the contacting online information comprises wirelessly contacting online information through the personal computing device.

43. The method of Claim 42, wherein wirelessly contacting comprises using a WAN two way network.

44. The method of Claim 42, wherein wirelessly contacting comprises using a mobile telephone network.